MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BBT3014 – BUSINESS RESEARCH METHODS

(All sections / Groups)

10 MARCH 2017
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages with 4 Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

a) Most likely, our knowledge comes from an alternative to social research. Explain **FIVE (5)** of the alternatives and give **ONE (1)** example of each.

(15 marks)

b) A focus group is a form of qualitative research in which a group of people are brought together by a moderator for discussion in several times to identify trends and patterns in perceptions. Explain how focus group is conducted and describe **FOUR (4)** important key roles played by the moderator in the success of focus group.

(10 marks)

(TOTAL=25 marks)

QUESTION 2

a) The **Nuremberg code** dealt with the treatment of human research participants and focused on medical experimentation but it became the basis for the ethical codes in social research. Explain the **SIX (6)** points of Nuremberg code.

(13 marks)

b) Compare the terms as stated below and provide **ONE (1)** example for each term.

i. Scientific misconduct and Research fraud
ii. Physical harm and Psychological abuse

(12 marks)

(TOTAL=25 marks)

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QUESTION 3

a) Discuss **FOUR (4)** probability sampling techniques the researchers used with giving **ONE (1)** example for each.

(12 marks)

b) Ella, a graduate research assistant, plans to conduct an existing statistics research for her study. However, there are limitations in its use. Explain **FIVE (5)** aggregation problems that Ella might face in using existing statistics.

(13 marks)

(TOTAL=25 marks)

QUESTION 4

Justin conducted a study on the effect of trust (TR), attitude (ATT), social support (SS), and facilitating conditions (CC) on participation in cross-border knowledge transfer. He collected the data through questionnaire and analyzed the data by using SPSS.

a) Construct a research framework for Justin's study.

(5 marks)

b) Based on the research framework constructed in (a), develop the hypotheses.

(8 marks)

c) The following are the results of the multiple regression analysis Justin conducted.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.711	0.505	0.499	0.478

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ANOVA

Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	69.837	4	17.459	76.372	0.000
	Residual	68.354	299	0.229		
	Total	138.191	303			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.367	0.282		1.301	0.194
	TR	0.468	0.052	0.414	8.949	0.000
	ATT	0.040	0.058	0.030	0.692	0.489
	SS	0.381	0.046	0.380	8.260	0.000
	CC	0.115	0.054	0.092	2.143	0.033

i) Interpret the coefficient of multiple determination, R^2.

(4 marks)

ii) At the 5% significance level, determine if the model is useful for predicting participation in cross-border knowledge transfer.

(2 marks)

iii) Which factor is the most important predictor for participation in cross-border knowledge transfer? Explain your answer.

(3 marks)

iv) Determine the multiple regression equation for the data.

(3 marks)

(TOTAL=25 marks)

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